

NETWORKING IS A LIFESTYLE

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Embrace the concepts
to engage and move forward.

Work networking into your routine, effortlessly and happily.
Lessen your anxiety about meeting new people.
Let's connect!

Learning Outcomes:

- Identify common opportunities and blocks for increasing networking
- Recognize steps to engage and identify with peers, colleagues, mentors, and future employers
- Discover 10 concepts for making networking an effortless lifestyle

#1: Assume the burden of other people's discomfort

- Do you ever go to an event or a conference like this, and just look around the room? *What do you see?*
- You probably see lots of people talking to each other. You will also probably see several people sitting at tables looking through the event guide or their phones. These people are probably nervous about talking to new people, so they are avoiding it by *looking busy*. We are ALL busy.
- Help people by introducing yourself. ***Break the ice.***
- Make life a little easier for everyone, which can lead to some interesting opportunities!

#2: Give and expect nothing in return

- Successful networkers spend their time helping other people.
- Networkers want to **help people** by sharing advice and helping them to avoid the mistakes they have made.
- If you want to be a successful networker, you need to have conversations with people all the time, keeping in mind that these people may not be able to repay you...*and that is okay.*

#3: Be proud of who you are

- Don't have an Masters or a PhD? *No big deal.* Don't try to hide from your background, because sometimes all you need in this world is some serious hustle to succeed.
- Talk openly and eagerly about where you come from and where you are going. Your stories are a great way to connect with people.
- Be really open about who you are and where you came from. This way even if you never meet them again, *they will still feel like they know you.*

#4: Compliment early and often

- It is easy to get discouraged or bitter when you see someone else succeed. Resist that temptation, and use that success as an opportunity to introduce yourself.
- When you meet someone, compliment them on their success. We may even have competing positions, *but I don't care!*
- Try to be above petty feelings. It's all about **encouraging** people!
- You never know what kind of partnership or opportunity could unfold from meeting someone...*and that's the name of the game.*

#5: Look for common ground immediately

- Before heading out to a networking event or getting on the phone, try to do some research on the people you want to talk with.
- Guide the conversation to places of *common interest*, so you never get to that awkward moment of silence.
- Leave each conversation having made some kind of a personal connection - Maybe a mutual friend, or that you both like the same sport, or outdoor activity?
- Spend time learning about the people you want to talk to, so you can get some insight on their interests. This will help make that personal connection.

#6: Tap your sphere of influence cautiously

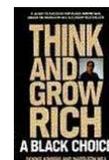
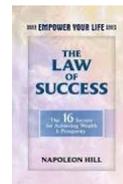
- Treat personal contact information you get from people like gold.
What do I mean by that?
- Email or call strategically. Don't call to "chit-chat". Most people are very busy. The last thing they want to do is to have their time wasted, and *they will notice when you waste it.*
- Contact when it is necessary and you know you can offer an extraordinary benefit for talking to you. If you can appeal to their interests, they will most certainly love to talk to you.

#7: Don't keep your personal and professional life separate!

- Be **authentic** - Don't shift to different personalities when you are in the office, at home, or at an event.
- If you are honest, authentic, kind, and helpful across the board, then you will easily make connections with other people.
- Meet people everywhere you go. If someone asks for help and you can't help them, help them be able to connect *that person* with someone *who can*.
- Do searches to connect with people with different skill sets.
- Attend conferences or events that are different.

#8: Pull, never push

- It is all about conversation. Find out more about the other person than telling them about you.
- Napoleon Hill dinner party: Afterwards the hostess thought he was the most charming man in the world. *Why?*
- Because he kept the conversation focused on her by asking her questions.
- You have to earn the right to be heard about what you do and what you want to accomplish. People really don't care about what you do until they know that you care about what *they* do.
- So, don't push a conversation. Instead, gently pull on it by asking people about themselves.



#9: Include social media

- If you are treating networking as a lifestyle, then social media will fall pretty easily into your strategy.
- No doubt you are too busy to be on every social media site. Start with Twitter, Facebook and LinkedIn
- Learn how to integrate these social media activities into your life effortlessly.
- When meeting people, ask if they are on Facebook or Twitter and connect with them on those social platforms.

#10: Share content freely

- With social media and the Internet, things have changed dramatically.
- Today, it is all about exchanging great content freely!
- *So, what does this have to do with networking?*
- The idea is to hold nothing, except for proprietary trade secrets, close to the vest.
- Give it all away in conversation, on social media and when helping others - let the world spread the message about what you can do.

Superpowers!
Branding!
YOU!

Conclusions & Q&A

What other secrets do you have for making networking fun, easy and effective?

References & Contact

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Neil Patel, co-founder of Crazy Egg, Hello Bar and KISSmetrics. He helps companies like Amazon, NBC, GM, HP and Viacom grow their revenue. He was recognized as a top 100 entrepreneur under the age of 30 by President Obama and one of the top 100 entrepreneurs under the age of 35 by the United Nations. <http://neilpatel.com/blog/>